

## UNDERSTANDING THE DATASET

Team ID	PNT2022TMID37686
Project Name	A New Hint To Transportation- Analysis Of The NYC Bike Share System

### Context:

The bike share system in New York City, Citi Bike, is one of them, but they don't provide much more than the data. I've got some experience in obtaining and

preparing their data for visualization, so in this article I will show you how to get started with this rich data source. Using real data turned out to be much more interesting

sample files that we had been using because there were actual anomalies that needed to be cleaned up to make the data useful for analysis, and there were interesting stories

to tell from the data.

### Datasets:

Data Sets provide a structure to manage your uploaded data. A Data Set is a container that holds the data upload to Analytics. Data Sets control how uploaded datagets joined with existing data.

### Customer Analysis:

There is evidence that bike share users switch to bike share from motorized transport, such as bus and auto (Shaheen et al., 2014), creating the potential for

significant reductions in transportation related greenhouse gas or CO2 emissions.

A customer analysis (or customer profile) is a critical

section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs.

Determine the needs of the Customer?

Divide Customers into groups based on their mode of transportation? Create Customers personal details?

Evaluate effectiveness of your strategies?

### **Product Analysis:**

New York City's Citi Bike system operated by a private company named Motivate, was used for this analysis which focuses on the location of the bike docks, artificial rebalancing efforts within the system, usage patterns and user demographics.

The data about trips undertaken within the system was extremely detailed in terms of trips origin, trip destination, geo-locations of the stations and duration of trips along with description of the user in terms of gender, enrolment status and birth year.

Product analysis enable an organization to track and analyze its users' journeys -- from user activation through all other phases of use -- to understand what makes the engage with and return to the product.

**Content:**

Based on the quantitative as well as visual analysis of the New York bike share system, a number of interesting insights were gained. This is based on that fact that event during the months of January and February which are the peak winter months, there are more than two hundred thousand trips in the system.

